THE PEEKSKILL BUSINESS IMPROVEMENT DISTRICT ASSOCIATION

MINUTES of the MEETING of the BOARD OF DIRECTORS

June 7, 2011

On the seventh of June, 2011, at 6:10 p.m. a Regular Meeting of the Board of Directors of the Business Improvement District (the "BID") was held at the Senior Nutrition Room at The Neighborhood Center at 4 Nelson Avenue, Peekskill, NY 10566.

There being a quorum present, the meeting was called to order at 6:10 p.m. and the Reverend Jeanette Phillips presided as Chairman of the Meeting.

Present at the meeting were:
Christine Bobolia, Secretary
Patrick Brown, Vice-Chairman
Frank Cimino
Charles Emberger
Rick Finn
Jaime Leon, Treasurer
Arne Paglia
Thomas Pernice
Reverend Jeannette Phillips, Chairman

Absent from the meeting were:
Patricia Riley (her proxy was held by Rick Finn)

Note: Stephen Spiegel, Administrative Assistant, was present to record minutes.
Judith Solomon, BID member and member of the Events Committee was present in the audience.

The Chairman started proceedings with a minute of silence to honor the passing of the respected Civic leader Walter Corney, whose funeral occurred today.

The Chairman made note that there were no New Business proposals to be presented. There was a proposal to be made by Judith Solomon regarding a Board Committee and that topic would be covered later in the agenda.

The minutes of the meeting of May 3rd, extended through May 11th, were reviewed. Rick Finn moved to accept the minutes as written, seconded by Charles Emberger.

The resolution was adopted by the following vote:

In favor:	Christine Bobolia
	Patrick Brown
	Frank Cimino
	Charles Emberger
	Rick Finn
	Jaime Leon
	Thomas Pernice
	Jeannette Phillips
	Patricia Riley (by proxy)
Against:	0

Abstained: Arne Paglia

Charles Emberger reviewed the financials discussing several issues including insurance, equipment, office rentals, including ground level space for greater visibility and access to the public and business owners. Mr. Emberger advised that in future reviews, there are to be some clarifications of outdated categories, such as First Fridays.

Rick Finn made a motion to accept the review of the financial information as it was presented, seconded by Frank Cimino.

The resolution was adopted by the following vote:

In favor: Christine Bobolia
Patrick Brown
Frank Cimino
Charles Emberger
Rick Finn
Jaime Leon
Jeannette Phillips
Patricia Riley (by proxy)

Against: Arne Paglia

Abstained: Thomas Pernice

Administrative Assistant Stephen Spiegel presented the Staff Report to the Board for the prior month.

One of the highlighted issues for discussion was participation in the Flea Market. Vendors of newly manufactured goods were being advised that this practice was prohibited and future recurrences would require them to leave – this situation will be monitored in successive weeks. Also there was general agreement among Board members that BID member businesses who wished to participate in the Flea Market should be able to do so at NO COST. There was general agreement to investigate further and look into placing this matter on the agenda for the next regular meeting.

There was a request by two Board members to be able to review the staff report at future meetings. While there was general agreement that a detailed review of the review was not necessary, there was a consensus that in future copies of the report would be available for review at subsequent meetings.

Rick Finn advised of developments on the following topics:

1. Pursuant to the NY State audit, The City of Peekskill would like to sit down and work with the BID to develop a management agreement which defines the scope of services that the City is responsible for and those for which the BID is responsible, including various programming. He suggested that this matter be referred to the Executive Committee or an appropriate committee to discuss the matter and determine a list of responsibilities for both the City and for the BID with recommendations made by the end of June. There was consensus that the matter would be referred to the Executive Committee in a meeting to be scheduled next week, with the exact date to be determined.

2. Regarding the Code of Ethics/Conduct, the report on what was determined by the Executive Committee was referred to the City's Corporation Counsel for her review and recommendations which will be advised at the next meeting.

Thom Pernice and the Events Committee were asked to report on developments for the Jazz and Blues Concert and recommendations.

Mr. Pernice advised that he had received signed contracts from three acts, with a verbal commitment from Tommy Castro. He also advised of a signed contract from DTG re: sound and sound equipment. Re: labor, Pernice suggested that Ferdinand Aiello should be paid for his efforts even though Ferdinand had volunteered his services. Cosimo Bueti was advised to have volunteered to handle the food efforts. Board member Arne Paglia suggested that a Jazz and Blues Committee be formed to coordinate all activities. Further, this committee should meet regularly so that all efforts could proceed in a timely and coordinated fashion. There was considerable discussion on the form and participation of this committee. Thom summarized by advising that the contracts for the musical talent had been arranged, promotion had been started, and he was in the midst of arranging sponsorships. He needed assistance in arranging for food vendors, street closures, the showmobile and the generator. He also advised that the participation of crafts personnel was uncertain, with April DeMarco declining to coordinate that group. He suggested that Patty Villanova take over that role.

After further discussion, it was decided that interested individuals from both the Events and Marketing Committees meet to decide on the best way to handle logistics of the different issues: food vendors for the public, food arrangements for the musical talent, crafts vendors, activities on streets other than those near the main stage, participation of BID members on a free basis for any and all activities i.e. the food court, the crafts area, an artists area. All parties concerned were to meet after the Board meeting to schedule a meeting.

Lafern Joseph presented her proposal on behalf of the Sisters in Support of the running of bus tours of the Underground RailRoad Route on June 18, July 30 and on August 6. The cost of activities, which would include operating two buses on each date, was $15,700.00. The organization was seeking financial support of $3100.00 from the BID. After some questions and discussion, the matter was referred to the Events Committee for their recommendations.

The matter of expenses over $500.00 to be approved by the Board was taken up. The first group of expenses were those of the Jazz and Blues Concert and included consideration of the contracts of the musical talent and logistical support re: sound stage, advertising costs:

Rick Finn made a motion to authorize payments to all vendors with approved contracts (as listed on Exhibit A, provided by Thom Pernice), which must signed by the artist/supplier/vendor and the BID according to the following payment schedule:

First payment (the fraction of the total cost as specified in each contract) to be approved for distribution at the next check processing date with the balance of payments to be approved, cut and held for distribution on the day of the Event. The motion was seconded by Charles Emberger.

The resolution was adopted by the following vote:

In favor:
Christine Bobolia
Patrick Brown
Frank Cimino
Charles Emberger
Rick Finn
Jaime Leon
Thomas Pernice

	Jeannette Phillips Patricia Riley (by proxy)
Against:	Arne Paglia
Abstained:	0

It was noted that other support items, such as portable toilets, chairs and tables could be dealt with when the supporting documentation came in.

Questions also came up on how to proceed with arranging for setting up a beer truck – Thom will be addressing this issue with D. Bertoline prior to the joint Jazz and Blues Committee meeting.

Regarding the matter of The Quality of Life Committee, the Chairman stated that this committee was a standing committee, then asked Judith Solomon to make a presentation. Ms. Solomon proposed that such a committee initiate programs to make the downtown appear more attractive through various ways, including financial support of cleaning up vacant store fronts and/or placing artwork in vacant windows, with BID financial support of about $450.00 per participant. Arne Paglia commented that awarding financial incentives to individual businesses rather than carrying out a program benefiting the downtown area might not be within the BID's mandate. There was general agreement to investigate this issue further. The Chairman called the committee to action and called for a Board member to volunteer as the head of the Committee. After some discussion, Charles Emberger was offered the position of Chair of the Quality of Life Committee – he accepted, with participation from Christine Bobolia and Judith Solomon and that the Committee would meet to determine the types of programs and financial support to recommend to the Board for implementation.

Regarding the items to follow up from the prior monthly meeting:

a. Participation in the Westchester County Airport Rack Program, depositing Maps/brochures (deadline is August 12th) – this matter was referred to the Marketing Committee.

b. Posting of regulations and process on electric/neon signage (being sought by BID members) on City & BID websites. Rick Finn advised that the legislation was going to the Common Council for approval and once that was done, announcements would be made on the websites within the next few weeks.

c. The announcement/confirmation of Patty Villanova's resignation and withdrawal from the BID Board, and the determination of the required actions by the Board to finalize the situation.

The Chairman stated that Ms. Villanova had publicly announced her resignation from the BID Board at the Common Council Meeting of May 9th. Since the BID Board had not received any written notice or any support documentation in response to its written request for documentation showing or supporting an official lease or letter from her landlords showing that she was a certified tenant, the Chair advised that Ms. Villanova had violated the BID by-laws, and that the matter of her removal from the Board should be discussed.

After considerable discussion, Patrick Brown made a motion that Ms. Villanova is in violation of the by-laws by not providing an official lease or letter from her landlord(s) certifying that she is a tenant in good standing, and as such be removed from the BID Board and BID membership. However if she is able to provide such proper

documentation at a future date, she would be reinstated. This was seconded by Christine Bobolia. Frank Cimino moved to amend the original motion to show that Ms. Villanova be removed as a voting BID member. This was accepted by Mr. Brown.

The resolution was adopted by the following vote:

In favor:	Christine Bobolia Patrick Brown Frank Cimino Charles Emberger Rick Finn Jaime Leon Jeannette Phillips Patricia Riley (by proxy)
Against:	Arne Paglia
Abstained:	Thomas Pernice

The Chairman addressed the issue of Measures of Success of BID Events as evaluation tools. There was general consensus that the Events and Marketing Committees should both have input into determining appropriate measures before reporting back to the Board.

The Board then addressed the matter of Website maintenance and development. The Chair stated that, to date, Thom Pernice has maintained the website on a voluntary and infrequent basis. Christine Bobolia pointed out that the current Board members page contained misinformation. A discussion was had concerning Thom's responsibilities concerning the Jazz & Blues Festival. Thom stated that his current focus was on the Jazz & Blues Festival and that he was keeping the website "breathing for this purpose". Arne Paglia suggested that the Board put out an RFP for a new webmaster and all members present agreed that an RFP be drafted to seek out another webmaster. Points of discussion included ownership of the domain name and hosting packages – Thom stated that the domain name was in his name and that he would be transferring the ownership to the BID. He also stated that he has been paying for a hosting package on behalf of the BID, on a monthly basis.

It was suggested that the RFP would be posted on the City's website, the BID website and Craig's List. Arne Paglia agreed to head up efforts on examining responsibilities and issues and writing up the RFP. Thom offered to review applicants at the appropriate time. Frank Cimino suggested that the BID compensate Thom at a rate of $300.00 per month to maintain the website. It was pointed out that this situation was a conflict of interest.

The upcoming July meeting is scheduled for Tuesday July 5th. It was noted that the evening of July 5th is the date of a Common Council meeting resulting in the absence of the Board members from the City. It was agreed that the meeting be changed to the evening of Wednesday July 6th.

The Chairman suggested that the membership reception be scheduled for mid July; this was to be discussed at a later date.

There was considerable discussion on how members of both the Events and Marketing Committees might coordinate their efforts. There was disagreement on when to meet.

Rick Finn moved to adjourn the meeting, seconded by Patrick Brown.

The resolution was passed according to the following vote:

In favor:	Unanimous
Against:	0
Abstained:	0

The meeting was adjourned at 8:21 pm.

It was pointed out by the Administrative Assistant that other operating expenses in excess of $500.00 required Board approval before they could be paid. The Chair reconvened the meeting. The board considered the following expenses:

1.	Hartford Insurance policy (general liability)	Amount:	$3247.54
2.	Hartford Insurance policy (bonding)	Amount:	$ 611.00

Rick Finn moved to accept both items, seconded by Patrick Brown.

The resolution was adopted by the following vote:

In favor:	Christine Bobolia Patrick Brown Frank Cimino Charles Emberger Rick Finn Jaime Leon Jeannette Phillips Patricia Riley (by proxy)
Abstained:	Arne Paglia
Against:	0

Frank Cimino enquired as to the replacement of the missing BID Board member. Rick Finn suggested that this matter be referred to the Executive Committee. The Chaiman advised that such a meeting would be called.

It was pointed out that there were additional vouchers in excess of $500.00 pertaining to signed contracts of the Italian Festival which required Board approval before they could be paid.

The parties and amounts involved were:

Gioia Productions	two payments of	$1,750
Jimmy Dee Music	two payments of	$1,750
DTG Productions	one payment	$1,500
	one payment to be held until show day	$3,000
Michael Cristaldo	two payments of	$1,750

Rick Finn made a motion to authorize payments to all vendors with approved contracts, which must be signed by the artist/supplier/vendor and the BID according to the following payment schedule:

First payment (fraction of total cost as specified in each contract) is to be approved for distribution at the next check processing date with the balance of payments to be approved, cut and held for distribution on the day of the Event. The motion was seconded by Thom Pernice. The resolution was adopted by the following vote:

In favor:	Christine Bobolia Patrick Brown Charles Emberger Rick Finn Jaime Leon Jeannette Phillips Patricia Riley (by proxy)
Abstained:	0
Against:	Arne Paglia

Frank Cimino recused himself.

Thom Pernice moved to adjourn the meeting, seconded by Patrick Brown

The resolution was passed according to the following vote:

In favor:	Unanimous
Against:	0
Abstained:	0

The meeting was adjourned at 8:30 pm.

Respectfully submitted,

Stephen Spiegel
July 3, 2011